SYSTEM AND METHOD FOR ADDING AN ADVERTISEMENT TO A PERSONAL COMMUNICATION

ABSTRACT OF THE DISCLOSURE

A system and method is provided for adding an advertisement to a personal

5 communication and providing additional communication data to a recipient that interacts with the advertisement regardless of the network device the recipient is utilizing. A sender network device communicates with an advertising application operating on a Web site to generate a personal communication containing a sender-selected advertisement. When the sender indicates that the personal communication is to be

10 sent, the advertising application stores the message data, sender data, and advertisement data in a Web site memory device, and utilizes the message, sender, and advertisement data to format, and send, a personal communication containing a sender-selected advertisement to the designated recipient. If the sender-selected advertisement is provided by a third party advertiser, the message, sender, and

15 advertisement data is utilized to compensate the sender of that advertisement for sending it to at least one recipient. If the advertisement is interactive, and the advertisement is interacted with, the advertising application will provide the recipient with additional communication data in a format that can be understood by the recipient network device. This is done by utilizing a platform independent architecture, which

20 includes a device and data neutral software language, such as XML (Extensible Markup Language), along with an advertising application divided into separate output and data processing stages. When a recipient interacts with an interactive advertisement, the request data (contained in the advertisement's embedded URL) calls the data processing layer. The data processing layer uses the request data (which may contain

25 message data that is linked to sender data and advertisement data) to retrieve data from the Web site memory device. A portion of the retrieved data is then passed on to the output stage, where it is placed in a template that has been optimized for the targeted recipient network device.